

# Notice of Allowability

Application No.

09/923,646

Examiner

Romain Jeanty

Applicant(s)

MAHMOOD ET AL.

Art Unit

3623

## -- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to the examiner's amendment agreed to on August 17, 2006.
2. ☒ The allowed claim(s) is/are 1-5, and 7-16.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a) ☐ All b) ☐ Some\* c) ☐ None of the:
    1. ☐ Certified copies of the priority documents have been received.
    2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
    3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

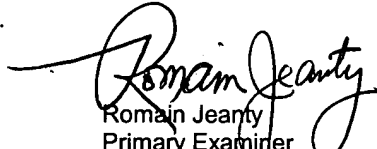
Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
  5. ☐ CORRECTED DRAWINGS ( as "replacement sheets") must be submitted.
    - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review ( PTO-948) attached
      - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date \_\_\_\_\_.
    - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

### Attachment(s)

1. ☒ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☐ Information Disclosure Statements (PTO/SB/08),  
Paper No./Mail Date \_\_\_\_\_
4. ☐ Examiner's Comment Regarding Requirement for Deposit  
of Biological Material
5. ☐ Notice of Informal Patent Application
6. ☒ Interview Summary (PTO-413),  
Paper No./Mail Date \_\_\_\_\_
7. ☒ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other \_\_\_\_\_

  
Romain Jeanty  
Primary Examiner  
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### **EXAMINER'S AMENDMENT**

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Roland A. Fuller on August 17, 2006.

#### **In the Claim(s)**

##### **Claim 1:**

Line 2, after "clients", insert --having different requirements for the data--.

Line 10, after "database", insert --by extracting the subset of data from the centralized database based on the requirements for each client--.

Line 11, after "client", insert --and the subset of data for each venue specific database is different--.

##### **Claim 7:**

Line 10, after "database", insert --for a plurality of clients for the data where each of the clients has different requirements for the data and--.

Line 10, after "extracts", insert --a subset of the--.

Line 10, after "data", insert --from the centralized marketing database based on the requirements for each client to create a venue specific database for each client where each venue specific database has a different subset of the marketing data--.

**Allowable Subject Matter**

2. Claims 1-5, 7-16 are allowed.

3. The following is an examiner's statement of reasons for allowance:

The closest prior art is to Melchione et al (US Patent No. 5,966,695) and Burdick (US Patent No. 5,625,816). Melchione et al teaches an electronic sales and service support system that provides improved identification of sales targets using a centralized database and acts as a tool for improved customer service and relationship building. Burdick teaches receiving data and reformats the data into a predetermined standard format. A database coupled to a network stores the reformatted data in the database.

However the combination of Melchione et al and Burdick fails to teach extracting a subset of data from a centralized database based on the requirements for each client, wherein the venue specific database is in a format specific client and the subset of data for each venue specific database is different, taken in combination with a computer implemented method for providing congruent marketing data to a plurality of venue specific clients having different requirements for the data wherein the marketing data is first compiled a into a centralized database from a plurality of disparate sources as recited in independent claim 1.

The closest prior art is to Melchione et al (US Patent No. 5,966,695) and Burdick (US Patent No. 5,625,816). Melchione et al teaches an electronic sales and service support system that provides improved identification of sales targets using a centralized database and acts as a

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tool for improved customer service and relationship building. Burdick teaches receiving data and reformats the data into a predetermined standard format. A database coupled to a network stores the reformatted data in a database.

However the combination of Melchione et al and Burdick fails to teach wherein the extract module extracts a subset of the marketing data from the centralized marketing database based on the requirements for each client to created a venue specific database for each client where each venue specific database has ad different subset of the marketing data, taken in combination with a marketing system for providing venue specific data by integrating a plurality of data sources into a centralized database as recited in independent claim 7.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

### **Conclusion**

4. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.
  - a. Young (WO9750240) discloses the concept of storing marketing data in a central database.
  - b. Katherine (Database marketing: Leaves marketing to the branches) discloses the concept of storing customer marketing data in a central database.

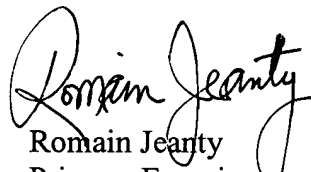
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c. Dialog (Lloyds Attempts to Produce Central Database of Customers) teaches an automated central database which provides marketing data on customers.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Romain Jeanty whose telephone number is (571) 272-6732. The examiner can normally be reached on Mon-Thurs 7:30 am to 6:00 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tariq R. Hafiz can be reached on (571) 272-6729. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

  
Romain Jeanty  
Primary Examiner  
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